Government Advertising Report

2014
2015

NOVA SCOTIA

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Message from the Minister

As government's full service communications agency, Communications Nova Scotia's (CNS) mission is to help Nova Scotians understand what their government is doing and why.

Government programs and services are only successful if they are accessible to the people they are designed to serve. We are continually looking at how Nova Scotians get their information. In this vein, CNS is doing more evaluation than ever of the effectiveness of government's targeted marketing communications, and continues to look for ways to use taxpayers' money as efficiently as possible.

CNS, having had a full year guided by its new legislation, policy, and guidelines, has become more efficient and coordinated in how government communicates with Nova Scotians. As a result, the agency has provided better value for money for Nova Scotia taxpayers.

I am pleased to provide the first annual Government Advertising Report for 2014–2015.

Honourable Zach Churchill
Minister, Communications Nova Scotia

Introduction

Under the Public Service Act, Communications Nova Scotia is responsible for centralized delivery of advertising services.

Advertising is a tool to be used by government in communicating its programs and policies to the people of Nova Scotia. It is important that government is consistent in management of advertising, achieves the best possible value for money in its advertising activities and measures the outcomes of activities, as appropriate.

Advertising is broken up into two categories: operational advertising and significant advertising.

Operational Advertising

Operational advertising is designed to inform target audiences about a core business activity or function of a government department or office. This advertising provides factual, non-sensitive information informing the public of new, existing, revised or proposed government policies, laws, programs and services; and disseminates scientific, emergency, medical, or health and safety information.

This category of advertising is not large-scale in budget terms (under $25,000 per campaign), but it may use creative elements involving copywriting, art direction, photography and, in some instances, television.

Examples of operational advertising include, but are not limited to:

- job postings
- traffic advisories
- a department or office providing information to start-up businesses about available government services
- a department or office introducing a new law or policy

Significant Advertising

Significant advertising is any operational advertising campaign that is deemed to be a priority of government and costing more than $25,000. Similar to operational advertising, significant advertising is also factual and designed to inform the public.

Marketing Communications

Marketing communications is the promotion part of the "marketing mix" or the "four Ps": price, place, promotion, and product. Communications Nova Scotia has control over the promotion part of the marketing mix. Communications Nova Scotia does not have control over what programs exist, how they are delivered, nor how programatic objectices are evaluated.

Communications Nova Scotia's approach to advertising is guided by the principles of timeliness, accuracy, effectiveness, non-partisanship and fiscal responsibility.

Advertising for Members of the Legislative Assembly and Agencies, Boards, and Commissions

Advertising conducted by Members of the Legislative Assembly is guided by the House of Assembly Management Commission Regulations and is therefore not covered in this report.

Advertising conducted by independent or arms-length organizations, agencies, boards, and commissions are not required to be managed by Communications Nova Scotia. However, these organizations can request the advice and support of CNS if they so choose.

Advertising Undertaken in Fiscal 2014–2015

The following outlines the expenditures made with respect to government advertising for 2014–2015.

Samples of operational advertising can be found in Appendix A.

DEPARTMENT SPEND	TELEVISION	RADIO	PRINT	ONLINE	OUT-OF-HOME *	AD DESIGN/ DEVELOPMENT	TOTAL
Agriculture, Fisheries & Aquaculture		$6,007.56	$63,104.43	$1,390.00		$1,915.00	$72,416.99
Communications Nova Scotia	$22,756.00		$12,798.90	$8,081.55		$23,450.00	$67,086.45
Communications Nova Scotia and Agriculture (Select Nova Scotia)		$56,324.31	$1,430.00	$20,236.89		$29,551.00	$107,542.20
Communities, Culture & Heritage (including Acadian Affairs)		$3,740.00	$33,581.84	$1,891.41			$39,213.25
Community Services			$7,970.80	$3,829.66		$850.00	$12,650.46
Economic & Rural Development				$2,587.05		$23,000.00	$25,587.05
NOTE: Nova Scotia Tourism has been separated from ERDT's spend							
Energy			$29,732.57	$7,550.63		$1,500.00	$38,783.20
Education & Early Childhood Development			$3,717.95	$3,346.27		$500.00	$7,564.22
Environment			$3,427.58			$650.00	$4,077.58
Finance & Treasury Board			$7,738.34				$7,738.34

Continued on next page

DEPARTMENT SPEND (CONT.)	TELEVISION	RADIO	PRINT	ONLINE	OUT-OF-HOME *	AD DESIGN/ DEVELOPMENT	TOTAL
Health & Wellness	$35,771.67	$22,057.57	$49,922.12	$10,539.24	$3,232.32	$12,220.00	$133,742.92
Intergovernmental Affairs			$9,270.72	$200.00		$750.00	$10,220.72
Justice	$1,000.00	$516.80	$14,553.29	$3,898.74		$2,810.00	$22,778.83
Labour and Advanced Education			$37,568.90			$1,450.00	$39,018.90
Municipal Affairs (including Emergency Management Office)			$5,584.34			$250.00	$5,834.34
Natural Resources		$5,179.61	$38,928.04	$1,507.87		$5,022.50	$50,638.02
Public Service Commission			$18,780.50	$500.00		$750.00	$20,030.50
Service Nova Scotia (including Alcohol & Gaming)			$46,822.46	$13,041.72		$13,690.00	$73,554.18
Transportation and Infrastructure		$74,198.16	$58,819.96	$24,079.29		$24,198.00	$181,295.41
Totals	$59,527.67	$168,024.01	$443,752.74	$102,680.32	$3,232.32	$142,556.50	$919,773.56

ABC'S SPEND	TELEVISION	RADIO	PRINT	ONLINE	OUT-OF-HOME *	AD DESIGN/ DEVELOPMENT	TOTAL
Art Gallery of Nova Scotia			$29,780.40	$5,491.26	$6,900.00	$2,100.00	$44,271.66
Cancer Care Nova Scotia						$500.00	$500.00
Capital Health		$14,163.43	$65,197.45	$5,390.80			$84,751.68
Elections Nova Scotia			$3,424.32			$950.00	$4,374.32
Executive Council			$23,416.92	$9,988.89		$1,150.00	$34,555.81
Housing Nova Scotia						$460.00	$460.00
Human Rights Commission				$4,500.00		$75.00	$4,575.00
Municipal Finance Corporation			$2,001.00				$2,001.00
Nova Scotia Business Inc.			$13,095.14				$13,095.14
Nova Scotia Farm Loan Board			$12,598.61	$7,500.00	$3,891.61		$23,990.22
Nova Scotia Livestock Insurance			$1,072.00				$1,072.00
Nova Scotia Tourism	$2,472,368.19	$183,147.19	$537,241.47	$602,168.39	$381,420.23		$4,176,345.47
Office of the Lieutenant Governor			$2,928.30			$272.50	$3,200.80
Workers Compensation Board	$103,889.47	$32,719.08	$16,486.01	$8,050.00			$161,144.56
Totals	$2,576,257.66	$230,029.70	$707,241.62	$643,089.34	$392,211.84	$5,507.50	$4,554,337.66

GRAND TOTAL (DEPARTMENTS & ABC's)	$2,635,785.33	$398,053.71	$1,150,994.36	$745,769.66	$395,444.16	$148,064.00	$5,474,111.22

Out-of-Home Advertising is advertising that reaches the consumer while they are outside the home (i.e., billboards, transit shelters).

Objectives & Results of Significant Advertising 2014–2015

Significant advertising is any operational advertising campaign that is deemed to be a priority of government and costing more than $25,000. Similar to operational advertising, significant advertising is also factual and designed to inform the public.

The following campaigns fall under this category:

- Workzone Safety, Department of Transportation and Infrastructure Renewal
- Select Nova Scotia Holiday 2014, Department of Agriculture and Communications Nova Scotia
- Heating Assistance Rebate Program, Service Nova Scotia
- Problem Gambling Helpline (Take 5), Department of Health and Wellness

More information on each campaign, including samples and evaluation, is available on the following pages.

Workzone Safety

Department of Transportation and Infrastructure Renewal

Campaign Objective

During the spring and summer months many road crews are working along busy Nova Scotia highways. In an effort to protect road workers and the public, the campaign's objective was to remind drivers to be aware and slow down in work zones. This was a partnership with the Nova Scotia Road Builders Association.

Evaluation

While evaluation is important, the cost can be prohibitive and as such isn't necessary for all campaigns. Public awareness campaigns such as this are important as they promote a culture of safety and aim to protect workers and the general public.

Sample of Ads

Select Nova Scotia Holiday Campaign

Department of Agriculture & Communications Nova Scotia

Campaign Objective

The goal of Select Nova Scotia is to add value for local producers, manufacturers and retailers by helping to create the conditions that will fuel their success. One of the perceived barriers to buying local is lack of access. The Select website and social media channels are used to show consumers where they can buy local.

The goal of the holiday campaign was to increase traffic to selectnovascotia.ca and followers to Select's social media channels.

Pre Evaluation

- Web traffic: 7,330 visits November/December 2013
- Facebook followers: 3,143
- Twitter followers: 6,007 (5% increase)

Post Evaluation

- Website traffic: 11,935 visits November/December 2014 (62% increase)
- Facebook followers: 3,520 (12% increase)
- Twitter followers 6,325 (5% increase)

Sample of Ads

HOME
FOR THE
Holidays
SHIFT YOUR
SHOPPING TO LOCAL.
Share some local love this holiday season and
support the small businesses and producers in the
neighbourhood you call home. It's good for you, good for them
and it helps keep Nova Scotia Nova Scotian. Select local.
Select
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Heating Assistance Rebate Program 2014–2015

Service Nova Scotia

Campaign Objective

The Heating Assistance Rebate Program (HARP) provides help to lower-income Nova Scotians with the cost of home heating. The campaign aimed to increase visits to homeheatinghelp.ca.

Post Evaluation

Due to technical difficulties with Google Analytics, results can only be tabulated from January 15, 2015 to March 15, 2015 (end of campaign).

Between this time homeheatinghelp.ca received:

- 19,071 page views (78.7% of these view were unique views)
- The average time spent on the website was 1.46 minutes (about 5x the industry average)
- 31.71% of page views came from Facebook – mobile
- 26.72% of page views came from Google
- 18.9% of page views were direct to the site

Sample of Ads

The home heating rebate.
One more way to help you stay warm.
The Heating Assistance Rebate Program may be able to help with up to $200 towards your home heating costs.
Call 1.800.670.4357 or visit homeheatinghelp.ca
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Nova Scotia Government
The Home Heating Rebate may be able to help with up to $200 towards home heating costs.
One more way to help you stay warm.
Find Out More
The Heating Assistance Rebate Program (HARP) provides help to lower-income Nova Scotians with the cost of home heating.

Take 5 – Launch of the Gambling Support Network

Department of Health & Wellness

Campaign Objective

The Gambling Support Network expands on the existing Problem Gambling Helpline. A new interactive website offers live chat with clinicians and other tools to support Nova Scotians concerned about gambling. The campaign aimed to increase visits to gamblingsupportnetwork.ca.

Evaluation

From March 11, 2015 (start of campaign) to March 31, 2015 (timeframe for this report) gamblingsupportnetwork.ca received:

- 6,458 page views
- 2,007 sessions
- 1,607 unique visitors (increase of 79.4%)
- The average time spent on the website was 2.16 minutes (about 7x the industry average)

Sample of Ads

Have you gambled more than you really can afford?
Is gambling affecting the people in your life?
If you answered yes to any of these questions...
Take 5 and contact the gambling support network
TAKE 5
GAMBLING SUPPORT NETWORK
1.888.347.8888
gamblingsupportnetwork.ca

Appendix A – Samples of operational advertising

Senior Utility Technician
Transportation and Infrastructure Renewal (Landrie Lake)
Competition #: WT-1154KB-CB

This position performs services as necessary to operate, inspect and maintain all equipment and infrastructure associated with the water pumping stations, distribution pipelines, wells, and dam structures comprising the provincially owned Industrial Water Utilities in the Eastern District (e.g. Cape Breton). Must be able to participate in a rotating standby schedule with other staff, as well as to work independently, supervise others when necessary, and occasionally act for the Area Operations Supervisor in his/her absence. *See full details online.*

Salary Range: $44,722 - $46,137

Closing Date: February 18, 2015

Full details on these positions and how to apply are available on the website at www.novascotia.ca/jobs

Public Internet access is available at CBRM sites and public libraries.

Our goal is to be a diverse workforce that is representative, at all job levels, of the citizens we serve. For more information on our diversity policy, see www.novascotia.ca/diverse

NOVA SCOTIA

NOVA SCOTIA ALCOHOL AND GAMING DIVISION (the "AGD") NOTICE OF PUBLIC CONSULTATION PURSUANT TO THE *LIQUOR CONTROL ACT*

Ellen Fickler Inc. has applied for a lounge licence for the premises to be known as Aly Kat Lounge to be located at 10 Beech Street, Lockeport, Nova Scotia. This application will be open for comment until

Monday, April 6, 2015 at 4:30 pm

The approximate square footage of the proposed lounge is 1763 sq. ft., the approximate maximum number of persons that the licensed premises may hold is 147 persons. Should the lounge application be successful, the applicant has indicated that they intend to offer amplified background entertainment.

Days and hours of operation are from 10:00 am until 2:00 am the forenoon of the following day, Monday to Saturday, inclusive; on Sunday the hours are 12 noon until 2:00 am the following day.

Comments must be submitted prior to the deadline above and must contain the following information or they will not be considered:

(a) name, address and phone number of the person providing the comment or objection;

(b) name of the applicant or licensee, or the location of premises, that is the subject of the comment or objection;

(c) nature of the comment or objection.

Comments can be directed to the Manager of Licensing, Alcohol and Gaming, 780 Windmill Road, PO Box 545, Dartmouth, NS B2Y 3X8, or by fax (902) 424-6813, or by e-mail agdlicensing@novascotia.ca. Inquiries can be made by telephone to (902) 424-6160. This application will be considered and subsequently processed after the deadline stated above.

NOVA SCOTIA

NOTICE OF PURCHASE

Taylor Island, West Dover, Halifax County

TAKE NOTICE on March 11, 2015 the following Certificate of Purchase Document No. 106770705 was registered at the land registry.

Certificate of Purchase

This certifies that on January 15, 2015 the land located on Taylor Island, West Dover, Halifax County, and more particularly described in this Certificate vested absolutely in Her Majesty the Queen in right of the Province of Nova Scotia, pursuant to Section 135 of Chapter 18 of the Statutes of Nova Scotia 1998, the *Municipal Government Act*. Legal description, assessment account number, property identification number (PID), municipal tax account numbers and land registration document number for each parcel are shown below.

The land described in this Certificate will cease to vest in Her Majesty if

(i) on application made before July 15, 2016 a person proves to the satisfaction of the Minister of Natural Resources or a judge of the Supreme Court of Nova Scotia on appeal from the Minister of Natural Resources that the person owns the land; and

(ii) the person pays the taxes, interest and allowance for expenses paid by the Minister of Natural Resources.

PID 40834087
Assessment Account #: 09193472
Municipal Tax Account #: 09193472
Compiled Plan #: cp-488

Legal Description:

BEGINNING at the southeastern corner of Orest Ulan and Christine Ulan lands (PID 00242651) on the ordinary high water mark on the south side of Taylor Island;

THENCE northerly along the eastern boundary of Orest Ulan and Christine Ulan lands (PID 00242651) to the southern boundary of Kenneth Tobin and Bruce Marryat lands (PID 40834079);

THENCE easterly along the southern boundary of Kenneth Tobin and Bruce Marryat lands (PID 40834079) to a south eastern corner of Kenneth Tobin and Bruce Marryat lands (PID 40834079);

THENCE northerly along the eastern boundary of Kenneth Tobin and Bruce Marryat lands (PID 40834079) to the northwestern corner of Crown Lands (PID 40310450) on the ordinary high water mark on the north side of Taylor Island;

THENCE southerly along the western boundary of Crown Lands (PID 40310450) to the southwestern corner of Crown Lands (PID 40310450) on the ordinary high water mark on the south side of Taylor Island;

THENCE westerly along the ordinary high water on the south side of Taylor Island to the point of beginning.

CONTAINING 2.5 hectares more or less.

Order in Council Number 1999-498 dated October 13, 1999 authorized the Minister of Natural Resources to acquire this land and execute this Certificate.

Dated at Halifax, Nova Scotia this 6th day of March, 2015.

Gretchen Pohlkamp
Executive Director
Land Services Branch
Department of Natural Resources

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